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W. Lawton  
4/26/01

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Eran Steinberg  
Serial No.: 09/313,131  
Filing Date: May 17, 1999

Docket No.: 29033-0257860  
Group Art Unit: 2612  
Examiner: Christensen, A.

For: **IN CAMERA MESSAGING AND ADVERTISING SYSTEM**

AMENDMENT

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Dear Sir:

In response to the Office Action mailed on October 13, 2000, Applicant respectfully requests that the application be amended as follows:

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APR 24 2001

Technology Center 2600

In the Claims

- 1 *Sub B1* (Once Amended) An integrated digital camera apparatus comprising:
- 2 (a) a housing;
- 3 (b) a camera built into said housing, said camera for picture taking as with a
- 4 separate hand held camera, said camera including image capture apparatus
- 5 for converting a light image to digital image data;
- 6 *7/1/01* (c) message apparatus built into said housing with message functioning
- 7 independent of said camera, said message apparatus including
- 8 (i) transceiver apparatus for sending and receiving digital data through a
- 9 communications network;
- 10 (ii) automatic signal transmission apparatus for automatically causing
- 11 said transceiver to transmit a message request signal to said message
- 12 center conveying an identification of said camera when said
- 13 transceiver is turned on; and